

The Colorado Department of Local Affairs

The Colorado Division of Housing

Prepared August 18, 2008

R E Q U E S T F O R P R O P O S A L

INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL

During the 2008 legislative session, the General Assembly passed House Bill 1402. One of the provisions of the bill was an appropriation of \$100,000 to the Colorado Division of Housing “for the sole purpose of providing outreach and notice of foreclosure prevention assistance to persons in danger of foreclosure and to communities with high foreclosure rates.”

The Colorado Division of Housing is a division of the Colorado Department of Local Affairs. The Division seeks to assist local communities in meeting their housing goals and to ensure that Coloradans live in “safe, decent, and affordable housing.” The Division does this in part by making grants and loans to local communities; non-profit organizations; for-profit organizations; housing authorities; and other organizations seeking to improve the supply and quality of affordable housing in Colorado.

In recent years, assisting non-profits and local communities with foreclosure prevention has been a priority for the Colorado Division of Housing. The Division is partnering with the Colorado Foreclosure Hotline and its sponsors to ensure that Coloradans have access to the educational services provided by housing counseling agencies.

As a result of the appropriation in House Bill 1402, The Division of Housing is now seeking proposals from organizations that can provide outreach and notice of foreclosure prevention assistance to persons in danger of foreclosure.

Organizations applying for funds should be able to offer:

- Evidence of the ability to use funds effectively.
- A demonstrated ability to reach borrowers from communities with high foreclosure rates.
- An established presence in the community, especially in low- and moderate-income areas with high foreclosure rates.
- An ability to provide reporting on successes in targeted areas.
- An ability to partner with the Colorado Foreclosure Hotline’s network of housing counseling agencies.
- An understanding of foreclosure counseling and the foreclosure process.
- A program that increases the number of housing counseling sessions executed by the housing counselors located in Colorado and affiliated with the Colorado Foreclosure Hotline.
- A strategy that targets the areas most impacted by foreclosures.
- An ability to provide the Division of Housing with materials necessary to provide an update on the use of grant funds prior to January 1, 2009.

Overall, the Division is seeking to address several high-foreclosure areas in the state. Currently, the areas most impacted by foreclosures include (but are not limited to) the following counties:

Adams
Arapahoe
Boulder
Broomfield
Denver
Douglas
El Paso
Jefferson
Larimer
Pueblo
Weld

No area of the state is excluded from consideration for the funds. However, Adams, Arapahoe, Denver,

Douglas, El Paso, Pueblo, and Weld Counties are currently the metropolitan counties with either the highest rates of growth in new foreclosure activity, or have the largest percentages of households in foreclosure.

The Colorado Foreclosure Hotline offers locally-based housing counseling free of charge to Coloradans. Locally-based housing counseling is more effective than over-the-phone counseling and counseling based in other states. In providing outreach and notice of foreclosure prevention services, the Hotline, housing counseling agencies, and their services will be the focus of outreach efforts.

The Division of Housing is seeking to address high foreclosure rates in several areas of the state. Foreclosures are affecting both southern and northern Colorado in addition to the Denver Metro area, therefore proposals will be evaluated on how they fit into a larger statewide effort.

There are presently several different options in providing outreach to the public. These options include public service announcements; outdoor advertising, such as billboards; paid print and media advertising; direct mail; and public events. The Division is seeking proposals that present means of using these options or others that can be shown to be cost effective when compared to outreach efforts currently being used by housing counseling agencies and the Hotline.

ADMINISTRATIVE

TECHNICAL CONTACT

Any questions concerning technical specifications or Statement of Work (SOW) requirements must be directed to:

Name	Ryan McMaken
Address	1313 Sherman Street, Room 518 Denver, Colorado 80203
Phone	(303) 866-4651
FAX	(303) 866 – 4077
Email	Ryan.mcmaken@state.co.us

CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

Name	Ryan McMaken
Address	1313 Sherman Street, Room 518 Denver, Colorado 80203
Phone	(303) 866-4651
FAX	(303) 866 – 4077
Email	Ryan.mcmaken@state.co.us

DUE DATES

All proposals are due by close of business (5:00 p.m. MST), Friday, August 29, 2008.

SCHEDULE OF EVENTS

Event	Date
1. RFP Distribution to the Public	8/18/2008
2. Proposal Due Date	8/29/2008
3. Anticipated Response to Applicants	9/4/2008
3. Draft Contract Deadline	TBD
4. Anticipated Contract in Effect	10/15/2008

GUIDELINES FOR PROPOSAL PREPARATION

PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive agency whose offer will be the most advantageous to homeowners and housing counseling efforts in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

The Colorado Division of Housing reserves the right to:

- > Reject any or all offers;
- > Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- > Award more than one grant.

The Applicant's proposal shall be submitted in several parts as set forth below. The Applicant will confine its submission to those matters sufficient to define its proposal, and to provide an adequate basis for evaluation of the applicant's proposal.

The Applicant's proposal in response to this RFP will be incorporated into the final agreement between Colorado Division of Housing and the selected Applicant(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Scopes, Approach, and Methodology
3. Project Management Approach
4. Deliverables
5. Detailed and Itemized Pricing

6. Appendix: References

7. Appendix: Project Team Staffing

8. Appendix: Company Overview

The detailed requirements for each of the above-mentioned sections are outlined below.

DETAILED RESPONSE REQUIREMENTS

EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Applicant's responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the proposed work.

SCOPE, APPROACH, AND METHODOLOGY

Include detailed testing procedures and technical expertise by phase. All information that provided will be held in strict confidence. This section should include a description of each major type of work being requested of the applicant. The proposal should reflect each of the sections listed below:

- > Evidence of a Basic Understanding of the Hotline
- > Overview of General Mission/Foreclosure Prevention Efforts
- > Evidence of Past Fiscal Responsibility
- > Experience and Evidence of Reporting Methods
- > Basic Description of Reporting Methodologies
- > Evidence of General Liability Insurance
- > Experience and Evidence of Managing Grant Monies

PROJECT MANAGEMENT APPROACH

Include the method and approach used to manage the overall project and client correspondence. Briefly describe how the engagement proceeds from beginning to end.

DELIVERABLES

Include descriptions and samples of the types of reports used to summarize and provide detailed information on security risk, vulnerabilities, and the necessary countermeasures and recommended corrective actions.

DETAILED AND ITEMIZED PRICING

Include a fee breakdown by project phase. This should include start-up costs, as well as proposals for compensation of long-term administrative tasks. Please also breakdown employee salary and benefits options.

APPENDIX: REFERENCES

Three (3) current corporate references, including company name, contact name, title, address, telephone number, and client relationship synopsis.

APPENDIX: PROJECT TEAM STAFFING

Include biographies and relevant experience of key staff, management personnel, and a complete list of the Board of Directors. List the personnel who would work specifically with this project, along with their qualifications and relevant experience.

APPENDIX: ORGANIZATIONAL OVERVIEW

- > Official registered, proof of IRS 501(c)(3) status (if applicable), address, main telephone number, toll-free numbers, email addresses, and facsimile numbers.
- > Key contact name, title, address (if different from above address), direct telephone, and fax numbers.
- > Person authorized to contractually bind the organization for any proposal against this RFP.
- > Brief history, including year established and number of years your company has been offering fiduciary management services.

APPENDIX: FINANCIALS

- > Most recent financial statements

EVALUATION FACTORS FOR AWARD

CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Applicant's responsiveness to the RFP and the total services quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of Applicant(s):

1. Completion of all required responses in the correct format.
2. The extent to which applicant's proposed solution fulfills the requirements of the legislation (HB 1402) and the mission of the Colorado Division of Housing as set out in this RFP.
3. An assessment of the Applicant's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Applicant's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high quality personnel with the required skills and experience for the specific approach proposed.

6. Applicant's acceptance of The Colorado Division of Housing's contractual terms and conditions, if applicable.

7. Overall cost of applicant's proposal.

The most crucial factor will be an ability to net a large number of housing counseling sessions that in turn lead to outcomes in which foreclosure is avoided. The volume of housing counseling and foreclosure preventions will also offer an objective measure of success.

Applications will be evaluated through the ordinary process of staff evaluation and approval through the Colorado State Housing Board.